

**Annual Insert Volume: 252,000**

**Cost per '000: £45**

**Finance & Publishing**

**REDUCED RATE AVAILABLE FOR  
MEDIA & PRINT PACKAGE**

## Background

Every month Money Observer provides investment strategies and tips to suit all kinds of people, from the risk-averse to risk-takers. Money Observer is a vital read for anyone who is serious about saving and investing.

Money Observer readers are uniquely cash-rich, time-rich and financially savvy. The average value of the readers investments is over £250k and their average household income is nearly twice the UK national average.

In addition, they hold a wide range of financial products from ISAs to unit trusts and the majority of them buy or sell investments every other month.

Current subscribers pay £36 for an annual subscription. This programme is a great opportunity for mailers looking to target high net worth individuals concerned with financial issues.

## Insert Schedule & Availability

Approx 21,000 available per month of which 18,000 are subscribers

Call for availability and approval

## Profile

- Predominantly male
- The average value of readers investments is £250k+
- 86% have ISA's
- 75% have shares
- 64% have unit trusts
- 33% have a personal pension SIPP
- Average household income nearly twice the UK national average

## Source

- Off-the-page advertising
- Direct mail
- Inserts

...Please turn over for further information

**ASK US FOR A FREE PRINT QUOTE ON YOUR INSERTS**

**Data correct as of March 2010**

## Example

The only magazine for full statistics on all **SHARES, FUNDS** and **TRUSTS**

# MONEY OBSERVER

27 YEARS OF HELPING YOU PROSPER FEBRUARY 2007 ISSUE 319 £4.25

**WILL HUTTON ON CHINA**  
Exclusive views on how China will influence your investing future

## HOW TO MAKE YOUR SAVINGS TAX-PROOF

From Isas and pensions to insurance bonds, venture capital trusts, forestry and more

**GET ON THE BUTTON**  
Jamie Reid's Formula One and other sports betting tips

**FTSE 100 SHARE TIPS**  
Brightest prospects for big gains and high yields in 2007

**BUY-TO-LET MORTGAGES**  
Cheap funding options you don't know about

...£50,000 PORTFOLIO CHOICES... EMERGING MARKETS BOOMING... DEALING WITH DEATH... TOP SAVINGS

### Insert Rates (per '000)

Inserts	£45
Commission to DMA Members	up to 10%

\*Rates based on weight less than 10 grams. Inserts over 10 grams subject to additional charge.

### Useful Info

- Check out the website at:
- [www.moneyobserver.com](http://www.moneyobserver.com)

### Restrictions

Sample insert submitted for approval  
 Minimum order 30,000  
 Maximum size: Please enquire  
 Maximum weight: Please enquire  
 First time order must be prepaid  
 Brokerage commission rates are offered on a reciprocal basis where applicable  
 Full terms and conditions available on request  
 Insert agreement must be signed by mailer